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Private television broadcasters' commitment to canadian programming welcomed by Heritage Minister

OTTAWA, April 5, 1995 - Canadian Heritage Minister Michel Dupuy today released The Report on the Future of Canadian Programming and the Role of Private Television: Keeping Canada on the Information Highway. The Report was developed by the Working Group on Canadian Programming and Private Television in response to a request from the Minister last November.

"The report highlights the importance of private broadcasting both as a generator of jobs and as a force for Canadian identity. The industry's clear commitment to the creation, production and exhibition of quality Canadian programming and its desire to improve and compete in an increasingly crowded market, are encouraging. Its desire for fair and equitable access to the Information Highway is something we take seriously," said Mr. Dupuy .

The Minister noted that private broadcasters invest about $450 million a year, which is close to a third of the total spent on Canadian programming. "Canadian private broadcasting is a success story that has contributed greatly to Canada's cultural industries and to our sense of who we are as a people," Mr. Dupuy said.

He added that the measures proposed by the Working Group, particularly with respect to access to distribution vehicles, will complement other advice to the government which is expected soon, including the report of the Canadian Radio-television and Telecommunications Commission (CRTC) on the technology, content and competition needed to build the Information Highway.

Copies of the report may be obtained from Department of Canadian Heritage, Broadcasting Policy Branch, 11th Floor, 365 Laurier Avenue West, Ottawa, Ont., K1A 0M5, Telephone: (613) 990-7938; Facsimile: (613) 952-5109; InterNet: ted_ledingham@pch.gc.ca

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